JENNIFER KAUFER

401 Holland Lane, Apt. 1214 | Alexandria, VA 22314
Phone: (631) 241-5195 | **E-mail**: jpkaufer@gmail.com

Professional Skills Profile

- Program Management & Coordination
- Content Management System experience
- Communications Strategy
- Social Media Specialist
- Web & Social Media Analytics
- MS Office Suite, MS Excel (Advanced)
- Event Planning & Implementation
- Inventory Management
- Intern Recruitment & Management
- Adobe Photoshop (Advanced)
- Adobe Illustrator (Basic)
- HTML5, Javascript (Basic)

Education & Academic Honors

American University, Masters in Public Policy – Concentration: Public Management
Washington, DC (Graduation: May 2013); GPA: 3.73

- Pi Alpha Alpha Honors Society Member

American University, Bachelors in International Studies – Concentration: Global Environmental Politics
Washington, DC (Graduation: May 2010); GPA: 3.03

- Alpha Lambda Delta Honors Society Member
- National Society of Collegiate Scholars Member

Work Experience

***Hartford Program Coordinator,* The Gerontological Society of America**
Washington, DC (May 2013–Present)

- Oversaw the maintenance and systematic updating of current programmatic website.
- Oversaw the development and design of new programmatic website, expected to launch in March 2014.
- Monitored and reported website statistics monthly using Google Analytics to Program Manager for use in donor reports.
- Developed over 30 monthly issues of electronic newsletter reaching over 1,000 subscribers.
- Responsible for program's social media presence.
- Created and implemented new hashtag Twitter strategy in order to increase followers. Saw an increase of 300+ followers.
- Oversaw the maintenance of programmatic files both physically and within MS Access database.
- Performed initial screening of program applications, as well as other organizational awards.
- Coordinated correspondence associated with program awards.
- Provided on-site support to the Meetings department for organization's annual scientific meeting.

***Hartford Program Assistant,* The Gerontological Society of America**
Washington, DC (June 2011 – May 2013)

- Assisted in the logistical arrangements for three annual Hartford Program Institutes and other national meetings.
- Conducted regular web site maintenance using content management system.
- Monitored and reported website statistics monthly using Google Analytics to Program Manager for use in donor reports.
- Developed 24 monthly issues of electronic newsletter reaching over 1,000 subscribers.
- Responsible for regularly updating programmatic social media outlets including Twitter and YouTube Channel.
- Maintained programmatic files both physically and within MS Access database.
- Performed initial screening of all program applications for several organizational awards.
- Coordinated correspondence associated with program awards.

***Administrative Assistant & Internship Coordinator,* Environment America**
Washington, DC (June 2010 – May 2011)

- Supervised and trained 26 student interns over the course of three academic semesters.
- Revitalized and developed internship recruitment material, as well as interviewed and hired interns.
- Managed the main phone line, and interacted with government offices, press, membership, and the general public.
- Maintained office inventory to guarantee office efficiency.
- Coordinated internal and external communication including newsletters, and press releases.
- Synchronized office work schedules in order to help advocates maintain deadlines.
- Communicated with Congressional Offices to schedule issue briefings for canvass group.
- Provided logistical and media support to advocates during Congressional visits.